

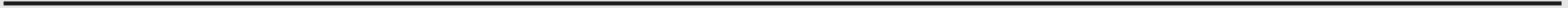
MARIA KALAVREZOU

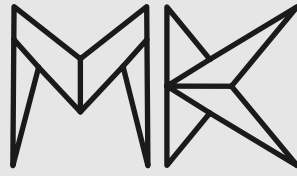
portfolio 2026

brand

editorial

& digital design





MARIA K

CURRICULUM VITAE

Senior freelance creative and designer with 10+ years' experience across brand, editorial, campaigns, presentations and digital product design. I work confidently within complex brand systems, supporting global clients with thoughtful, polished creative that translates strategy into clear, compelling visual communication across digital and print.

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THIS IS BULLISH - CO-FOUNDER / CREATIVE DIRECTOR

HORNSEA & LONDON / DECEMBER 2021 - CURRENT

I co-founded a creative technology studio developing brand-led digital products and strategic design work across emerging tech, AI, UX and visual identity. My role spans creative direction, product strategy, brand development and interface design, including Ambr, a platform for creative IP management, and Cosmic Fit, a personalised style-tech app.

VERO - FREELANCE SENIOR DESIGNER / BRAND DESIGNER

REMOTE / MAY 2023 - AUGUST 2024

I worked as a long-term freelance design partner supporting VERO's brand, marketing and content output across video, graphics, presentations and digital assets. I also led the brand development for Tokenise, creating the visual identity and supporting brand system for VERO's acquisition-led venture.

MK DESIGN - FREELANCE CREATIVE

HORNSEA & LONDON / JUNE 2019 - CURRENT

I work with agencies, brands and in-house teams to create clear, polished design across brand, editorial, campaigns and presentations. Clients include Korn Ferry, Golin, Group SJR, Huawei, Oracle, Jeep, BP and John Lewis. My work spans pitch concepts, thought-leadership reports, infographics, executive-facing decks, digital assets and brand systems.

CUSHMAN & WAKEFIELD - BRAND MANAGER

LONDON / OCTOBER 2019 - APRIL 2020

I acted as a brand guardian across marketing campaigns, internal communications and stakeholder-facing materials. My role involved developing creative concepts within a global brand system, guiding design execution and ensuring consistency across print, digital and presentation outputs.

FERRIER PEARCE CREATIVE GROUP - MID-SENIOR DESIGNER

LONDON / MARCH 2018 - JUNE 2019

I developed brand, campaign and pitch creative for clients including Santander, HSBC, ExxonMobil, Crest Nicholson and British Airways. My work included concept development for BlackRock and Hectare Agritech, including an early pitch idea that later received global media attention and helped shape the thinking behind Ambr.

OGILVY UK - DESIGNER

SHERE & LONDON / DECEMBER 2015 - APRIL 2017

I designed B2B marketing campaigns and brand communications for clients including Mastercard, Vodafone, Iron Mountain and Oracle. My work spanned concept development, campaign assets, presentation materials, digital design and print production, often within detailed global brand guidelines and tight delivery timelines.

EDUCATION

Uni. of Portsmouth
BA in Graphic Design

SOFTWARE

Photoshop
Illustrator
InDesign
Premiere Pro
Figma
Keynote
PowerPoint

SKILLS

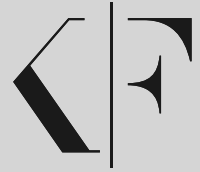
Conceptualisation
Branding
Brand Strategy
Editorial Design
Typography
Illustration
Storyboarding
Video Editing
Presentation Design

LANGUAGES

English (Fluent)
Greek (Fluent)

INTERESTS

Art
Music
Gaming
Technology
Photography
Fashion



KORN FERRY

COVER DESIGN & FEATURE ILLUSTRATIONS

OVERVIEW

As a freelance creative within Korn Ferry's marketing team, I worked across a range of brand-led editorial and campaign materials. The work required a strong understanding of the company's visual language, while creating variation and conceptual depth for each individual piece.

Two key projects included the Whiplash Leadership feature artwork for Briefings magazine (digital version found [here](#)) and the design of CEO Gary Burnison's 5 Graces of Leadership book. Both required concept development, visual exploration and polished final artwork across print and digital formats.

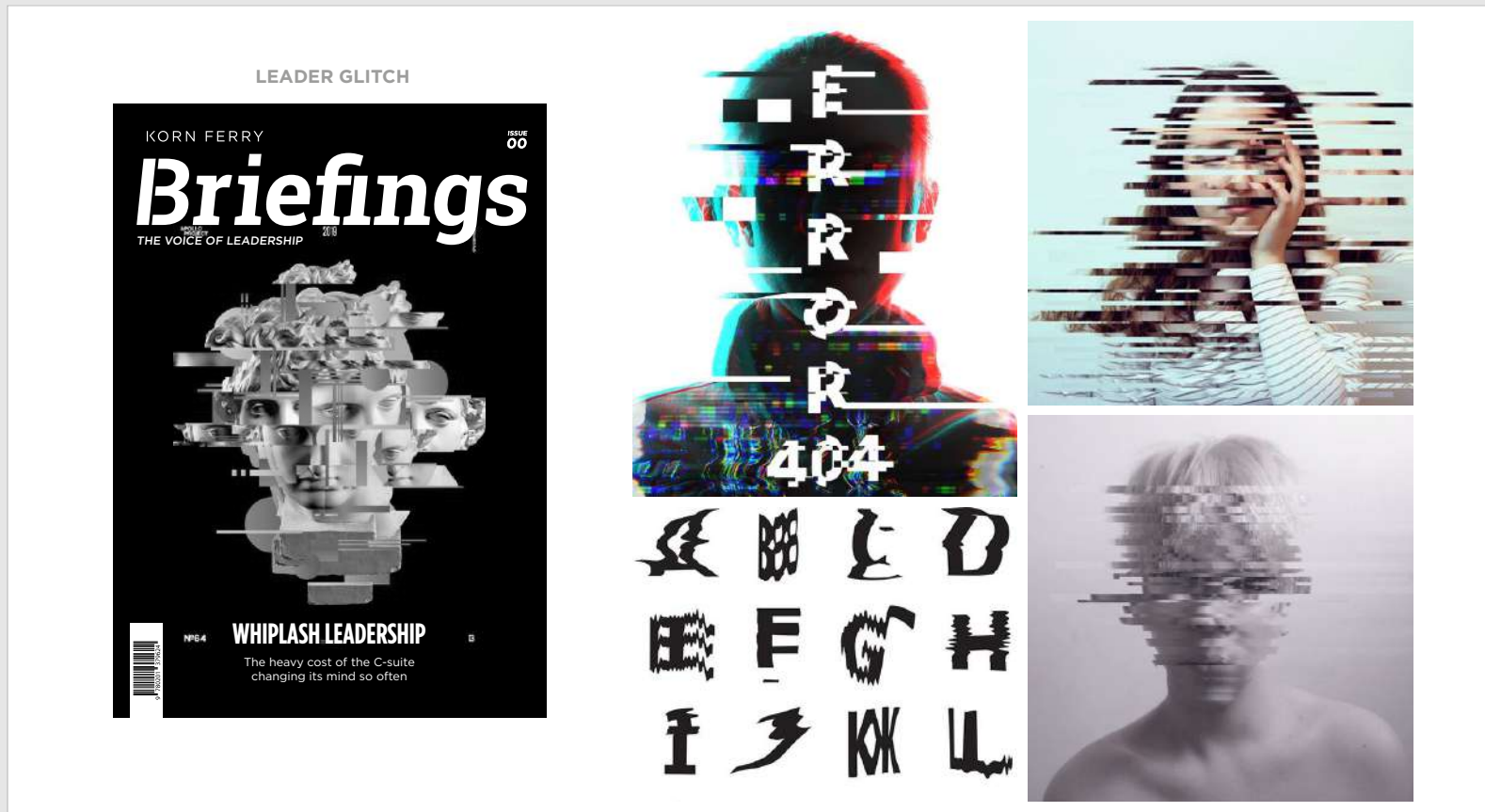
HURDLES

For the Briefings feature, the challenge was to represent leadership without leaning on predictable corporate imagery or introducing bias around gender, age, ethnicity or industry.

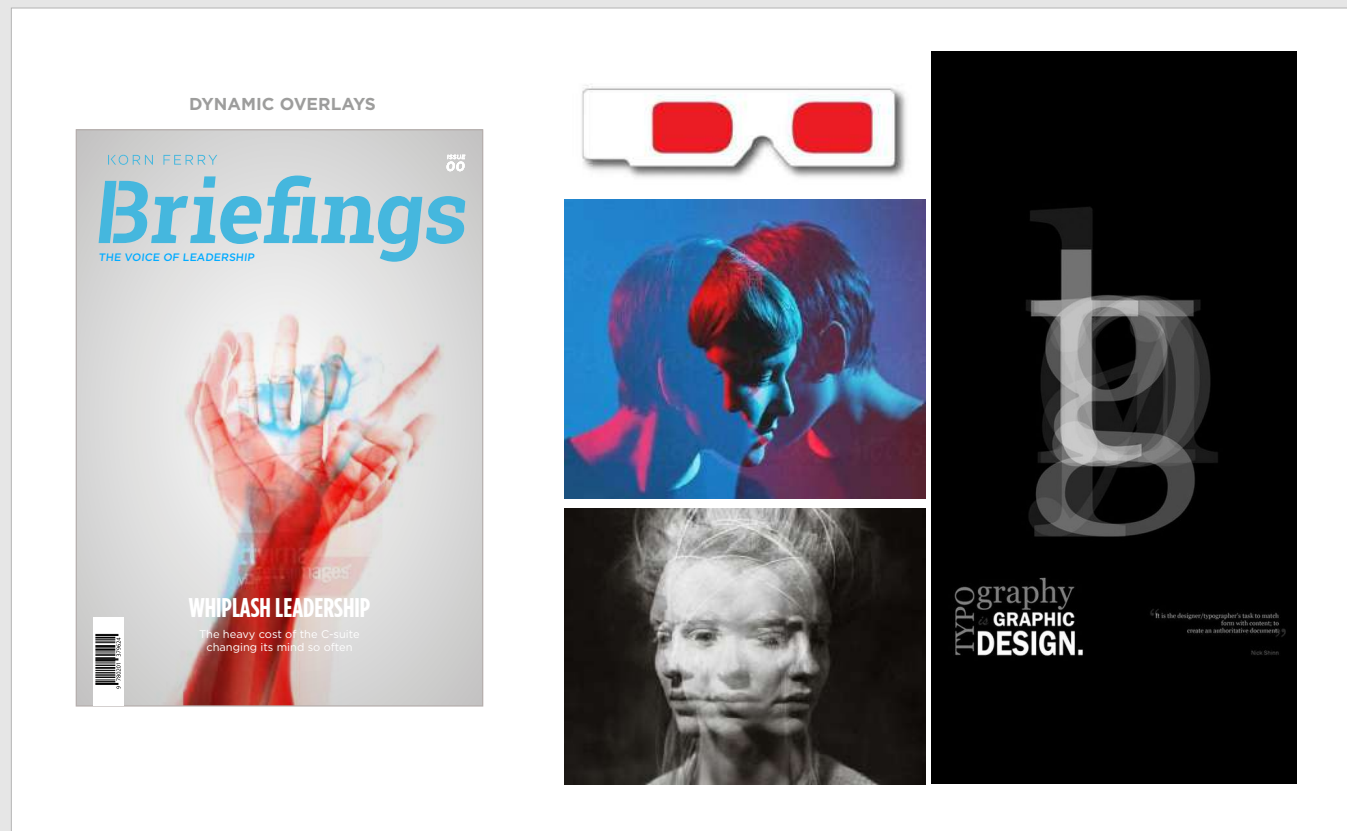
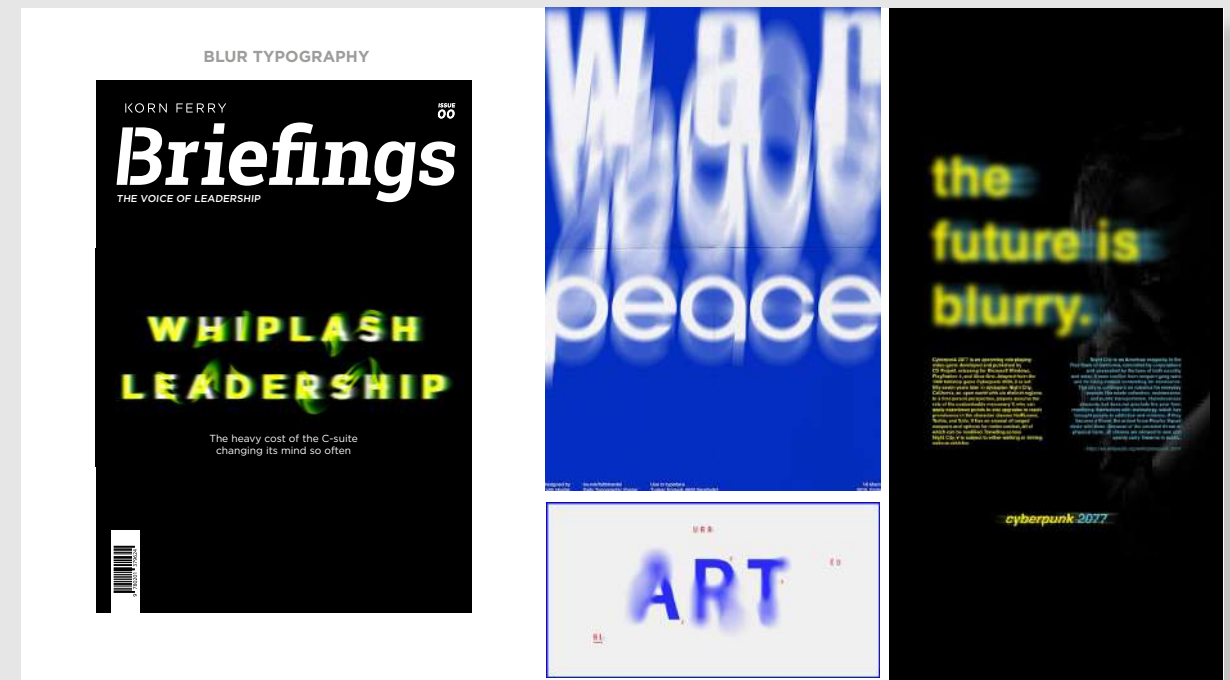
SOLUTION

I developed a visual route using ancient statues as neutral representations of leadership. The treatment brought gravitas, legacy and human complexity to the subject, while glitch-style overlays added tension, pace and a more contemporary editorial edge.

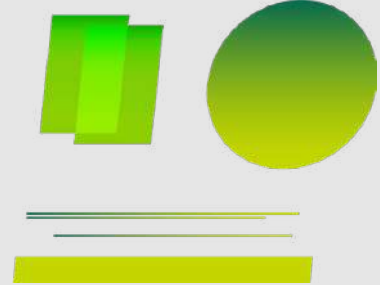




Early concept routes exploring statue imagery, motion blur, glitch typography and dynamic overlays before refining the final visual direction.

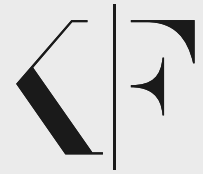


ABCDEFGHIJKLMNOPQRSTUVWXYZ



Glitch typography, digital overlays and final editorial assets developed for the Whiplash Leadership feature.





KORN FERRY

BOOK DESIGN

OVERVIEW

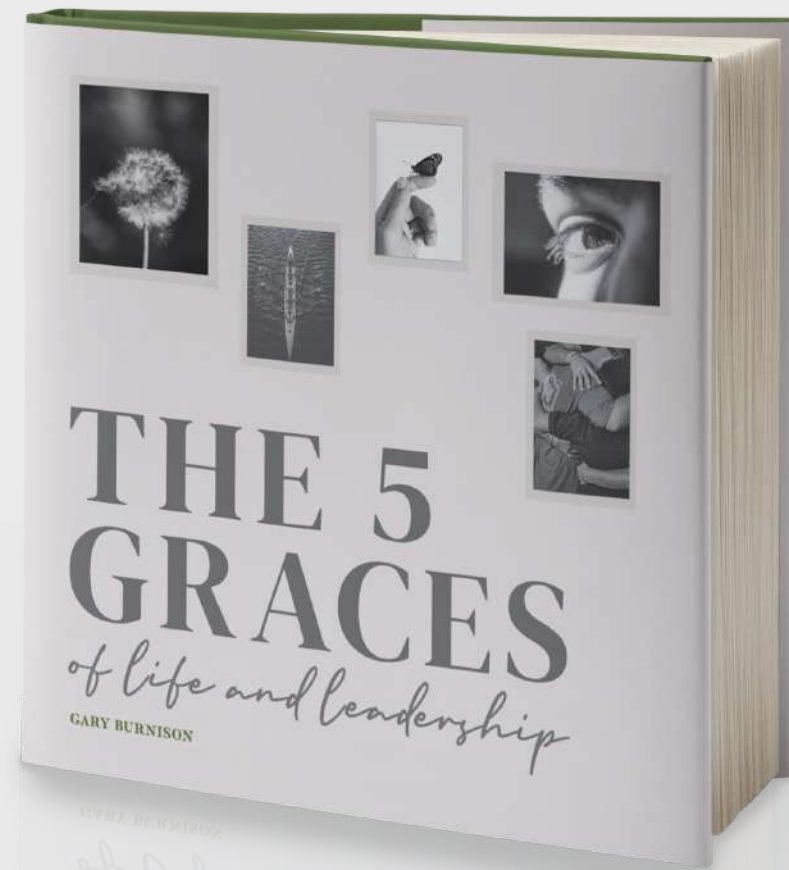
I designed 5 Graces of Leadership, a book by Korn Ferry CEO Gary Burnison. The content was personal and reflective, shaped around stories of reconnection after the pandemic, so the design needed to feel calm, intimate and considered.

HURDLES

The project had a tight production timeline, a fixed page count and a Christmas release date. The design also needed to balance the polish of a leadership publication with the warmth of a personal gift book.

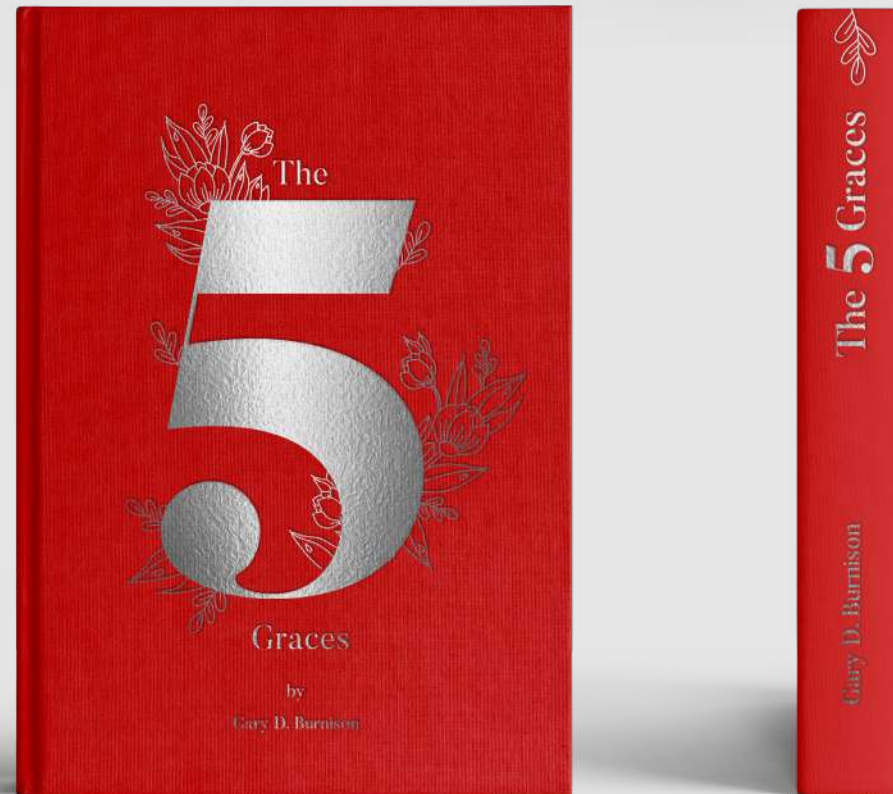
SOLUTION

I created a restrained editorial system using curated black-and-white photography, quiet pacing, handwritten-style pull quotes and generous white space. The final design supported the reflective tone of the writing while giving the book a more personal, giftable quality.





We also considered alternative book styles to give the book a special, giftable quality for its release during the Christmas period. My explorations included a more traditional diary-style book and a typographic coffee table book.





TOKENISE

BRAND IDENTITY DEVELOPMENT

OVERVIEW

Tokenise needed a brand system for a regulated financial venture within the VERO ecosystem. The identity had to feel clearly connected to VERO's community-led world, while remaining distinct enough to operate as a financial brand in its own right.

I developed the brand proposal and guidelines, defining the visual direction, tone, subbrand architecture and application system.

I also designed the Tokenise brochure, created social graphics and video assets, and directed specialist 3D asset development across the core brand and subbrand visuals.

TOKENISE

The brand proposal included inspiration for the overarching brand as well as three subpillars.

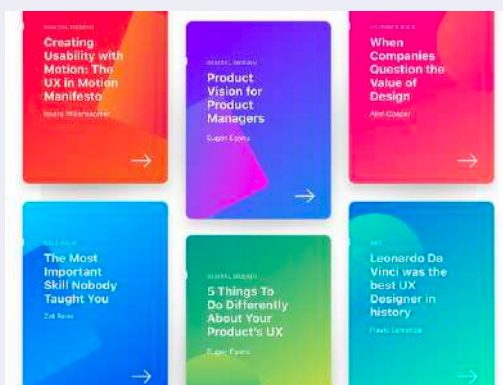
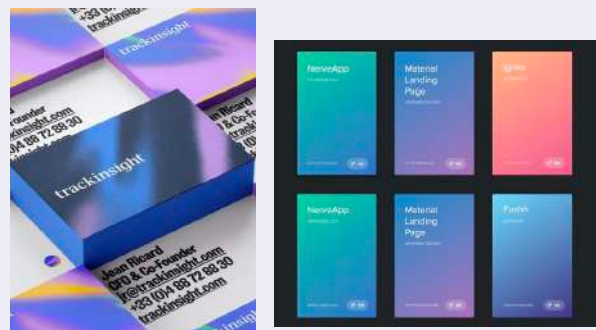
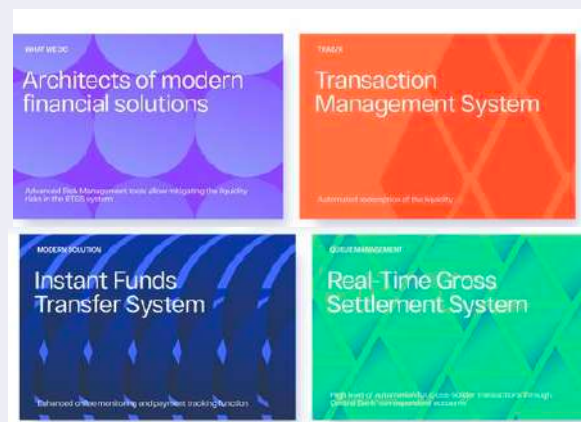


HURDLES

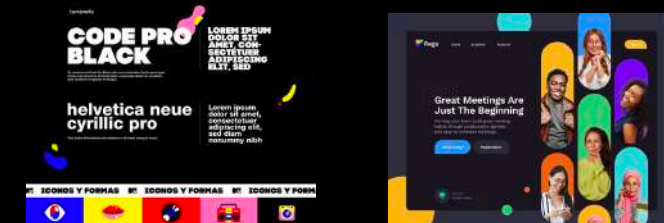
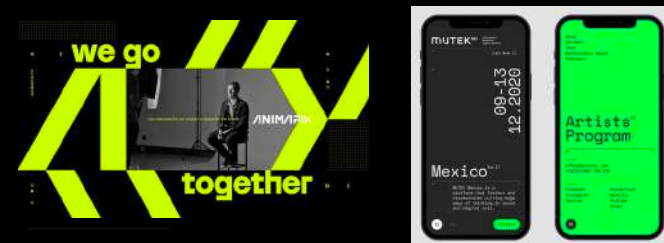
Tokenise had to stand apart from VERO for legal and regulatory reasons, while still feeling connected to the wider VERO ecosystem. The brand also needed to hold three related entities: the Brokerage, the Stock Exchange and Digiclear. Each needed enough distinction to operate independently, while still combining into one coherent group identity.

The tone had to balance two audiences at once: financially minded investors and fan-based communities. It needed to feel credible, regulated and secure, while still feeling accessible, energetic and connected to culture.

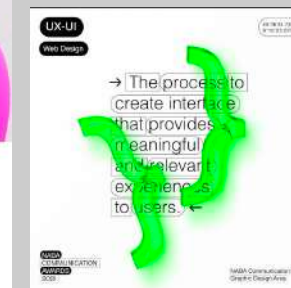
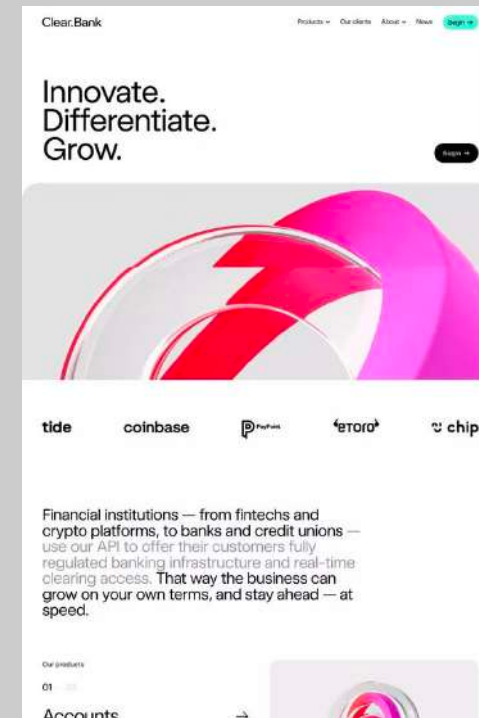
Brokerage

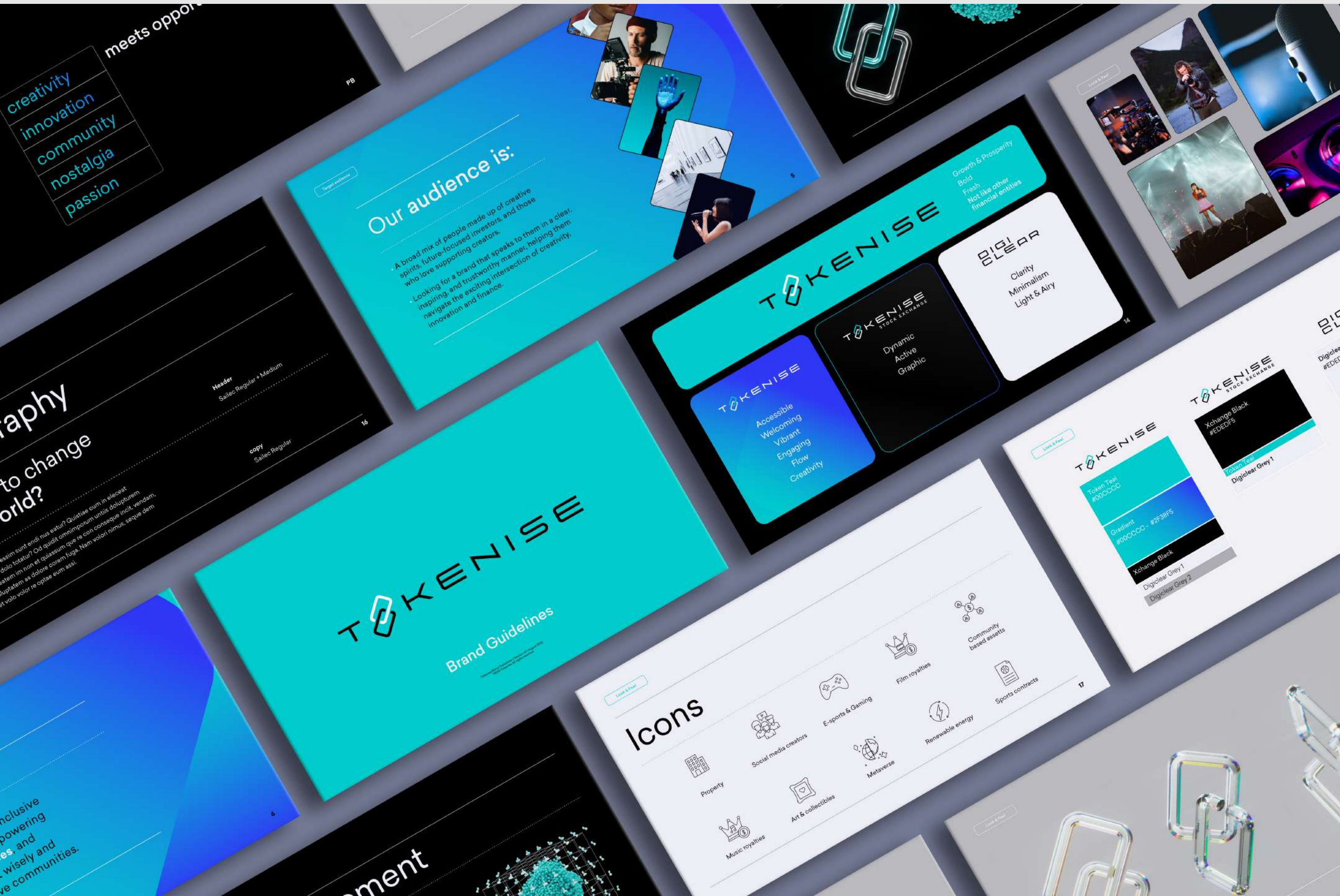


Stock Exchange



DigiClear





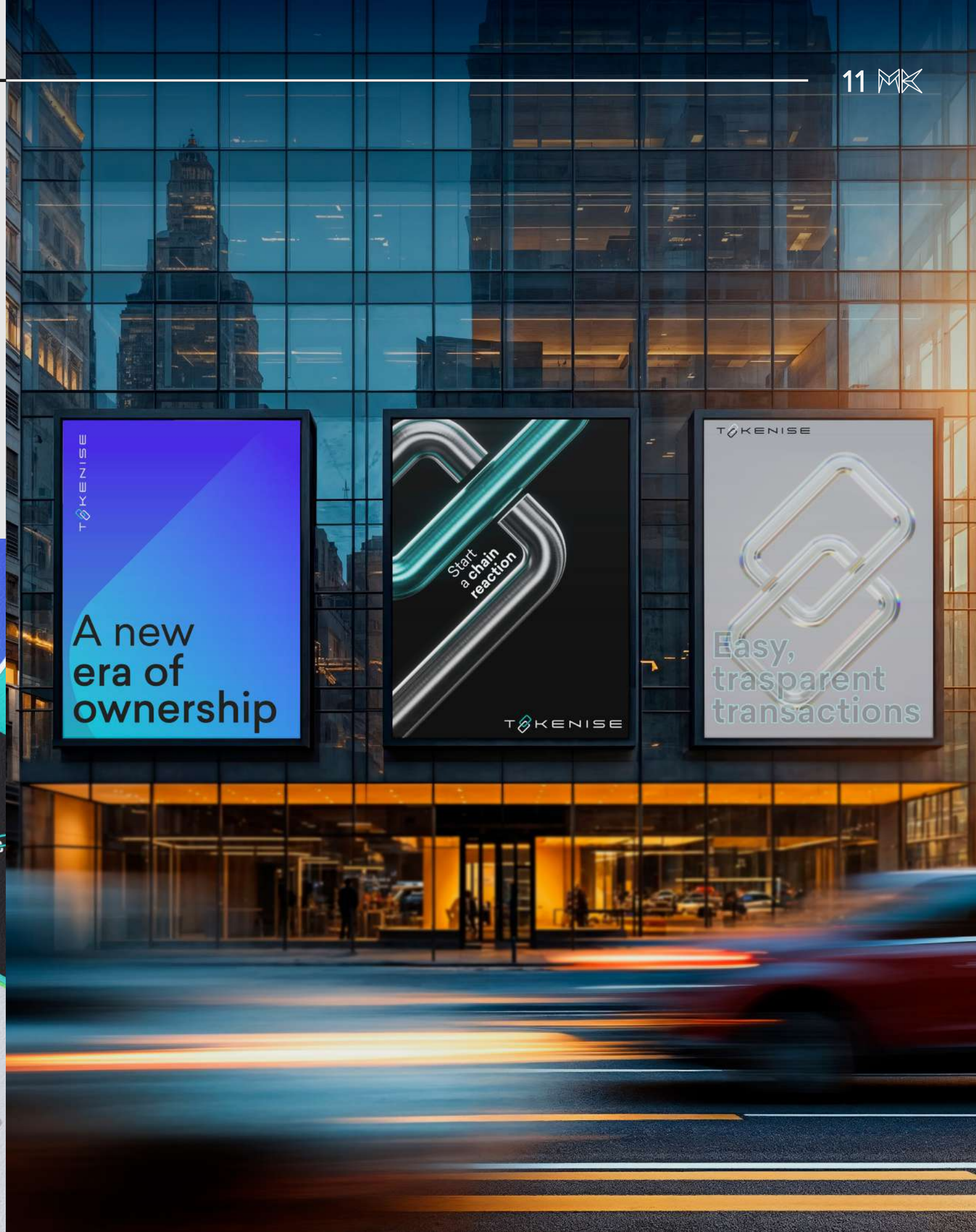
SOLUTION

I created a flexible brand system built around clarity, motion and connected ownership. The visual language used luminous chain-link forms, gradient fields, dark interface-led layouts and precise typography to connect finance, technology and community.

The system allowed Tokenise, the Brokerage, the Stock Exchange and Digiclear to operate independently or as one group. Shared colour logic, typography, graphic rhythm and 3D assets created consistency, while each subbrand retained its own role and emphasis.

The identity was designed to flex across the full Tokenise group: the Stock Exchange, the Brokerage and Digiclear. Each part of the system could stand alone, while sharing a controlled palette, typographic approach, graphic rhythm and 3D visual language.

The core Tokenise world used teal, blue, black and pale greys to feel sharp, digital and financial. The chain-link asset became the main connective device, while Digiclear used a more crystalline treatment to express custody, settlement and infrastructure.





I applied the brand across an investor-facing brochure, social graphics and video support assets. The brochure turned a complex regulated-finance proposition into a clear editorial sequence, explaining security tokens, fractional ownership, the Tokenise Group structure, the Stock Exchange, Brokerage and Digiclear.



Tokenise
902 followers
[+ Follow](#)
[View full page](#)

Tokenise
902 followers
1d • Edited •

Tokenise CEO & Founder, **Mike Kessler**, thinks **#decentralised #finance** failed. Click through to find out why 🗨️

Why decentralised finance failed

DeFi is a Wild West – but it's not the only game in town.

TOKENISE

Why decentralised finance failed
Tokenise on LinkedIn • 4 min read
Between 1896 and 1899, around 100,000 hopeful prospectors descended on the Klondike a...

Across social and video, the system gave Tokenise a sharper, more recognisable visual language, using 3D assets, dark digital layouts and bold editorial messaging to make technical subject matter feel more accessible.

Poised to change the world?

Predicting the future of security tokens

Token regulation: what on Earth is happening?

Taking a look at the murky world of NFT and token regulatory landscapes.

Your part of something bigger

The Tokenise Group structure with Mike Kessler

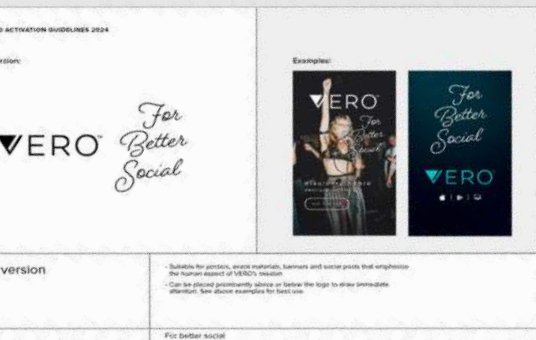
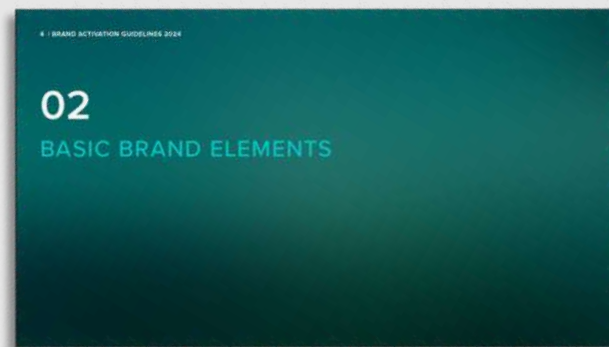
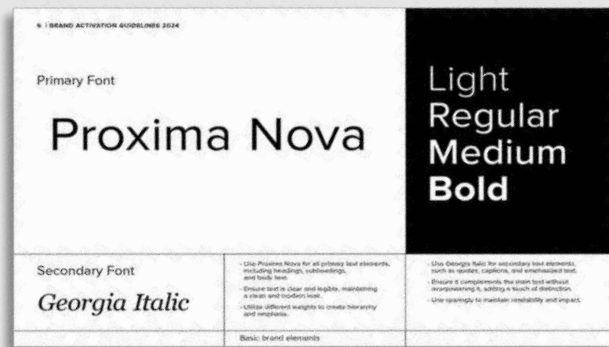
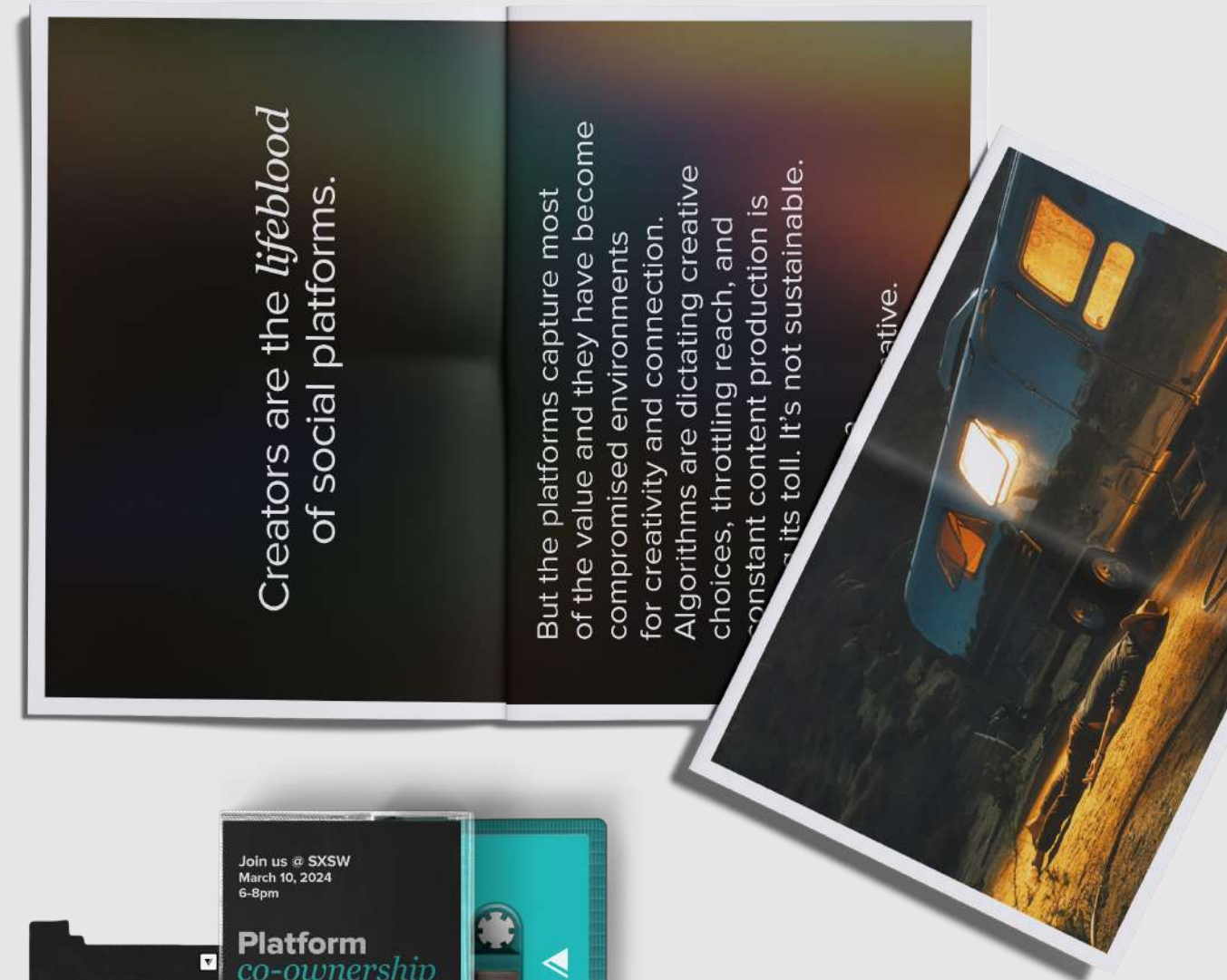
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VERO

DESIGN SUPPORT - VIDEO, SOCIAL & EVENTS

OVERVIEW

Over 18 months, I worked as an embedded freelance design partner across VERO's brand, content and marketing output. My work included event activation guidelines, video ads, social graphics, video editing, zine layouts, SXSW assets and the 2023 highlights video, supporting the team with consistent, flexible creative across fast-moving channels.



AMBR

**AMBR****CO-FOUNDER, BRAND & IDENTITY, UX & UI DESIGN**

OVERVIEW

Ambr was created from a problem I had experienced first-hand: creative ideas often leave the room long before there is a clear record of where they came from, who shared them and when.

I wanted to build a clearer way for creatives to share valuable work with confidence.

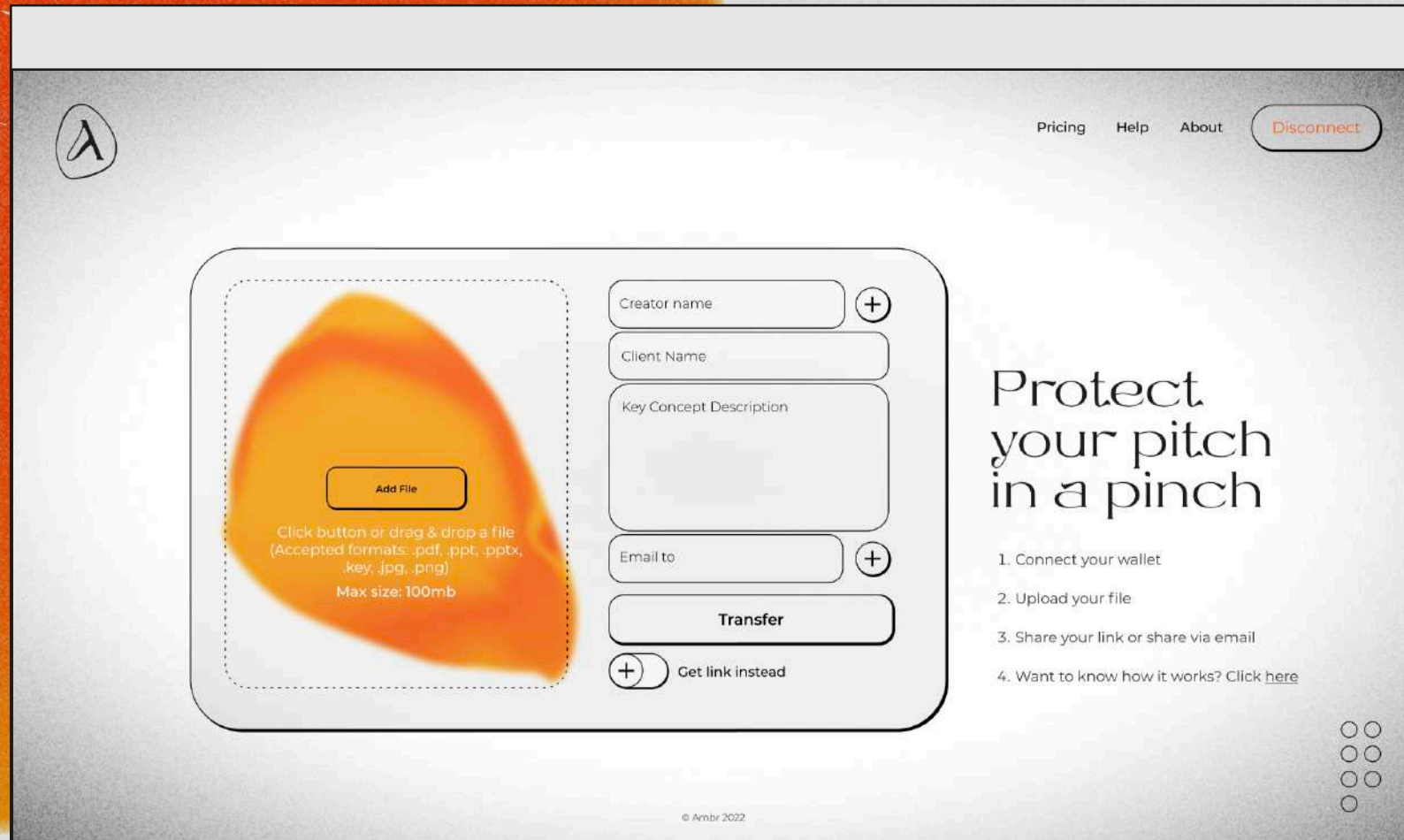
Every file shared through Ambr receives a tamper-proof, time-stamped digital fingerprint, securely linked to the creator and the transfer event. The result is a simple file-sharing experience with a stronger evidential trail behind it, giving creatives more control when sharing work with clients, collaborators or third parties.

HURDLES

The product needed to feel useful to creatives, not like a legal tool or a blockchain product. It had to explain a complex evidential process without sounding intimidating, or asking recipients to create accounts just to access a file.

Ambr

Share ideas worth protecting



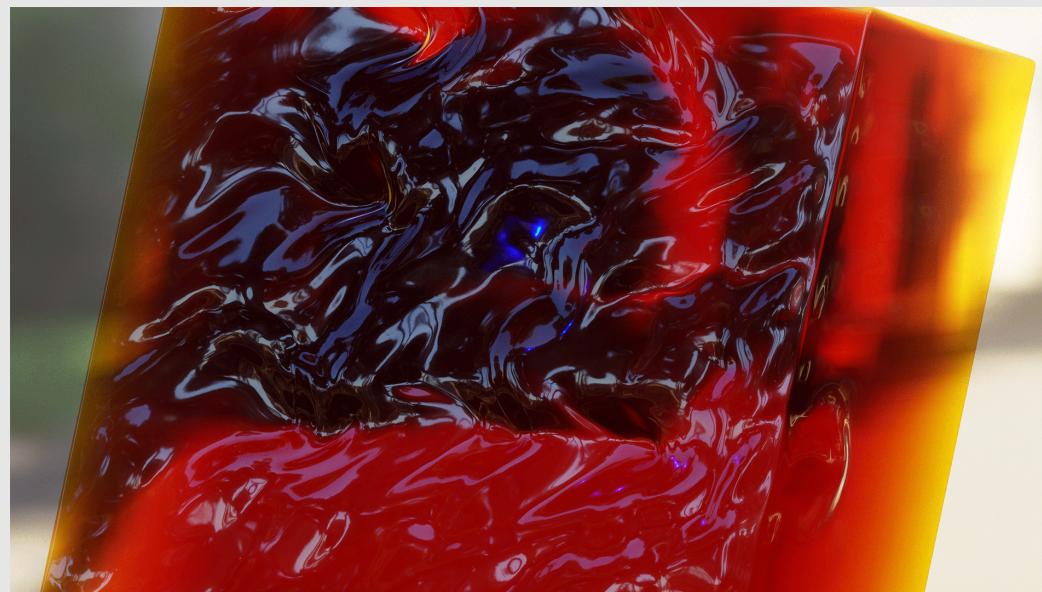
SOLUTION

I created a brand and interface that made trust feel simple. Warm amber-inspired visuals, clean typography and a stripped-back product experience keep the focus on the work being shared. Blockchain sits quietly in the background, while the front-end experience feels calm, human and easy to use.

The product was designed to feel as familiar as sending a link. Users can sign in securely by email, upload a file, share it with a recipient and access a transfer history. Recipients can download files without creating an account, keeping friction low on both sides.

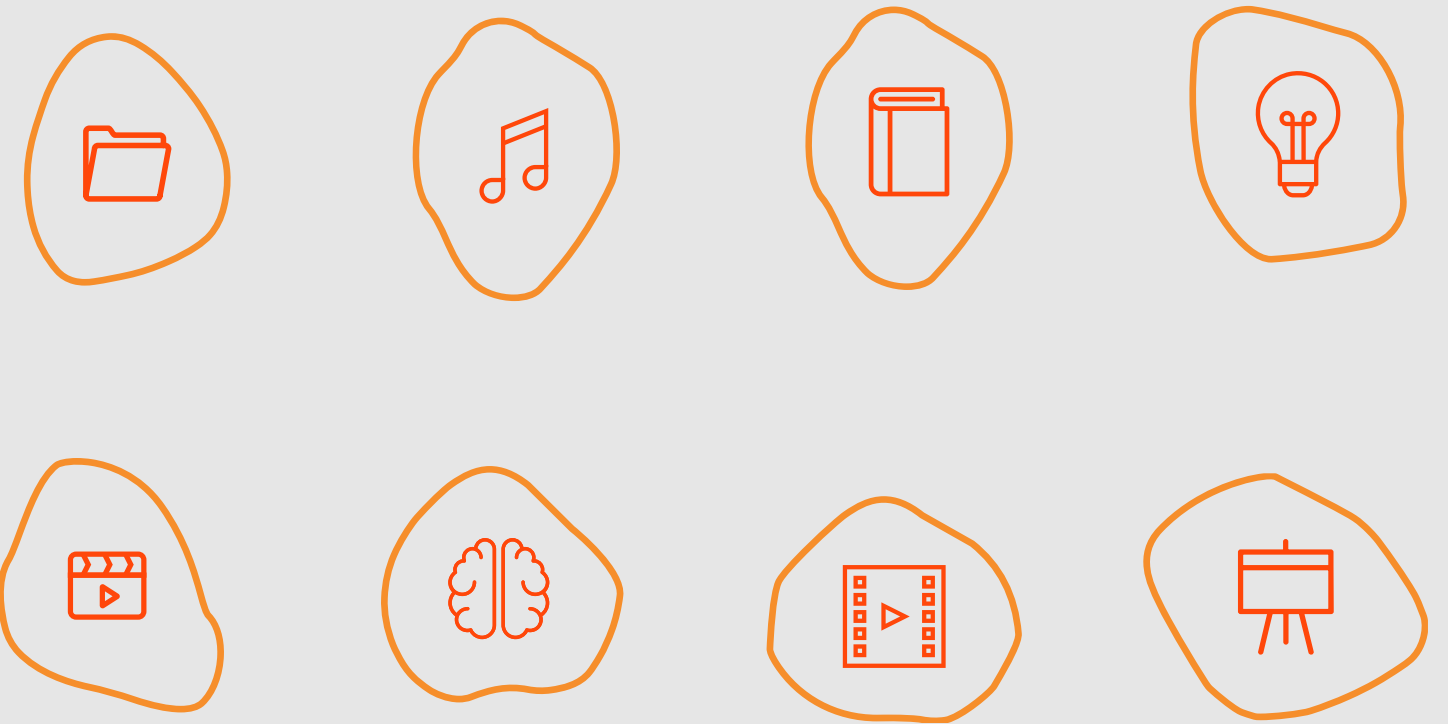
Amber-inspired 3D assets, clean layouts and restrained typography create a credible brand world around creative ownership.





Early explorations of the brand included creating 3D pieces of amber and exploring different textures, as well as playing with the logotype to expand on the usage of the brand's visual devices, such as for iconography.

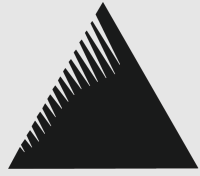
Ambr



The photography direction was designed to bring warmth and humanity to a product built around trust. By placing creatives and business owners at the centre of the visual world, the brand feels less like a security tool and more like a confident, supportive space for sharing valuable work.



Promotional assets extended the identity beyond the interface, using simple brand statements and amber-led details to make the product feel memorable, approachable and relevant to creative communities.



IRON MOUNTAIN BRAND REFRESH

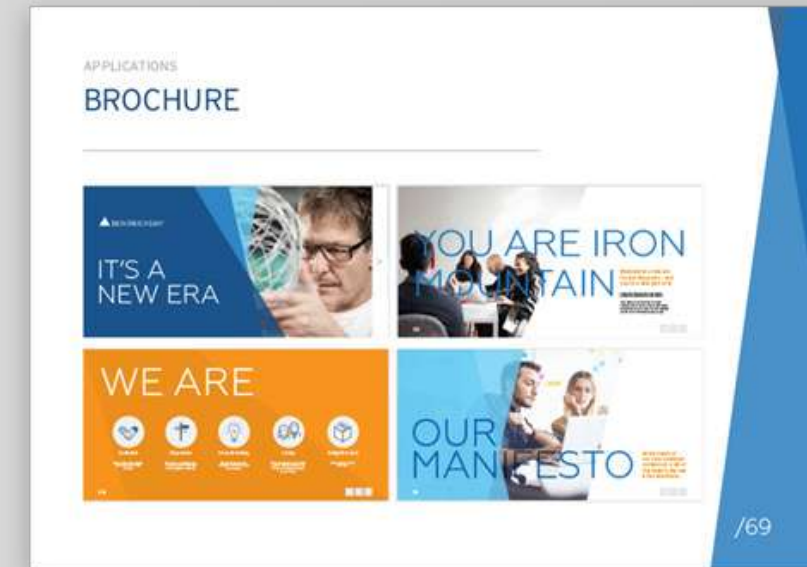
OVERVIEW

As part of the Ogilvy design team, I worked on the Iron Mountain brand refresh, helping translate a complex data management and secure storage proposition into clear, consistent visual communications.

My work included iconography, document templates, interactive infographic design and storyboard development for the Chain of Custody video, all created within a refreshed brand system built around trust, security and clarity.

HURDLES

Iron Mountain needed to communicate highly practical, security-led services in a way that felt professional, accessible and visually consistent across print, digital and motion-led assets.



The Chain of Custody video required a clear visual route for explaining how sensitive information is handled, tracked and protected. Working from the script, I developed storyboard frames and illustrations that translated a technical process into a more accessible visual narrative.



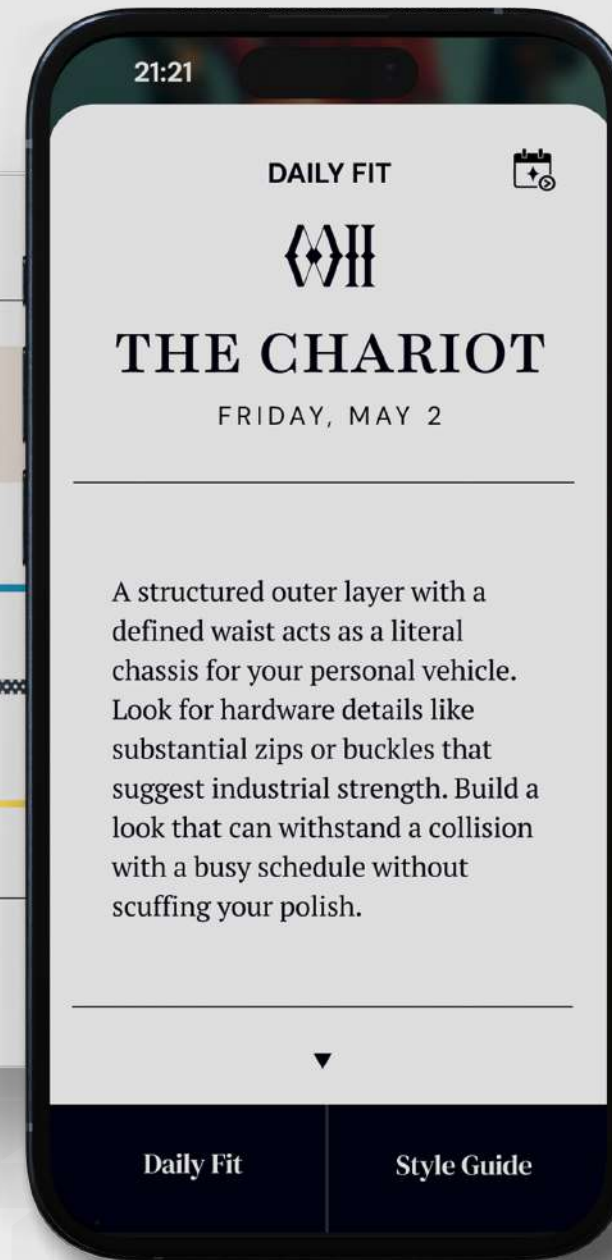
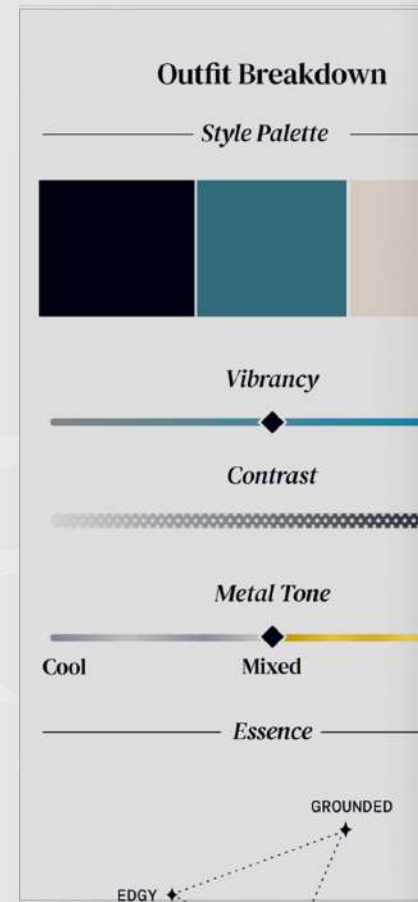
CF COSMIC FIT

CO-FOUNDER, BRAND & IDENTITY, UX & UI DESIGN

OVERVIEW

Cosmic Fit is an independent style-tech product designed to turn personal data into practical daily style guidance. I created the product concept, brand identity, UX/UI direction and content system, shaping a daily experience that combines editorial fashion, personalisation and intuitive digital interaction.

The challenge was to build a product that felt distinctive and emotionally engaging, while still being structured enough to generate repeatable daily outputs. I developed the visual world, app interface, card format and illustration direction to create a flexible system for ongoing use.



INFOGRAPHICS

VARIOUS

Selected infographic and data-led design work for corporate, editorial and thought-leadership communications, including Korn Ferry talent trends, BP sustainability/sport content and Oracle data storytelling. The work focused on turning dense information into clear visual narratives across print and digital formats.

Supporting Paralympic sport, changing perceptions

In 2016 Supporting **30** top Paralympic athletes

- Powering them to **17** gold **7** silver **4** bronze medals
- And helped to offset **10,000+** tonnes of carbon emissions from travel between events through BP Target Neutral

Paralympic sports change perceptions and show the world that the **human spirit** is the most powerful energy of all

BP is proud of our commitment to making sport, work and society more inclusive, all the way to the finish line.

For **10+** years BP has supported the Paralympic movement

Partnered with **15** National Paralympic Committees across the world

Raising **10** International Paralympic Committee events to new heights

A partnership with sky-high ambitions

Equinor and bp are teaming up to develop offshore wind in the US. We believe we can achieve more by working together.

Beacon Wind, south of Nantucket, MA **2.4 GW** renewable energy expected, once in operation.

Empire Wind, off the coast of Long Island, NY **2 GW** renewable energy expected, once in operation.

bp is investing **\$1.1 billion** for a 50% share in **4 projects** within two offshore leases.

Together they have the potential to generate power for more than **2 million** US homes.

This is bp's **first ever offshore wind venture**, in line with its strategy to rapidly grow its renewable electricity and energy portfolio.

Together with Equinor, who has more than 10 years experience in offshore wind, we are working to become a **leading partner** in the fastest growing renewables sector. Helping the world get to net zero.

#NetZero

Top 2022 talent acquisition trends

Based on input from Talent Acquisition experts from across the globe, Korn Ferry has identified key emerging trends that will have the most impact on how, when and where we work in the coming year.

1. SCARCITY

2. HIDDEN IN PLAIN SIGHT

3. NEW APPROACHES TO ONBOARDING

4. NOT CLEARED FOR TAKEOFF

5. PULLING OUT ALL THE STOPS

6. GOING GREEN

7. REPRESENTATION MATTERS

8. CANDIDATE EXPERIENCE IS EVERYTHING

9. DON'T FORGET THE HUMAN TOUCH

10. MAKING HIRING MORE EQUITABLE

The Great Resignation is only going to get worse

The COVID-19 pandemic is the test case that no one wanted. For a while, companies have struggled with a shrinking talent pool, but the global outbreak accelerated this talent shortage to a degree no one could have predicted. And it will only get worse: a recent Korn Ferry survey shows 55% of professionals believe employee turnover will increase in 2022.

REINVENTION

SCARCITY

Hidden in plain sight

The people you have will become the people you need. Facing a talent shortage means organizations will start to focus more on internal mobility, reskilling and upskilling existing employees to prevent attrition and fill niche roles.

REINVENTION

SCARCITY

New approaches to onboarding

More ambiguity. More structure. First days on the job used to mean less formality and more organic connections. In a remote world, though, organizations will have to structure the entire onboarding process so that they can stay close to new hires—even if they are physically far away. This also means engaging new hires before they even start and encouraging existing employees to reach out to their future colleagues to make them feel part of the team.

REINVENTION

INCLUSIVITY

Not cleared for takeoff

Saving corporate cash by traveling less. Thanks to the pandemic, the pace of business travel has slowed dramatically—and will continue to stay that way. Travel to see internal colleagues will virtually cease, and when it comes to recruiting, organizations are saving in-person interviews for the final rounds of the hiring process, and for mostly senior roles.

REINVENTION

76% of survey respondents say they miss travelling for work.

New methods for incentivizing candidates to join—and employees to stay. To crack a tight labor market, companies are increasing starting salaries, offering more long-term incentives and benefits, and paying sign-on bonuses, even for entry level hires. They will also offer hybrid working conditions, allowing employees to work both from home and the office.

INDIVIDUALITY

VITALITY

32% of survey respondents say they don't think they'll ever go back into the office full-time.

6. SUSTAINABILITY

Going green. Enhanced action on sustainability. Candidates are doing their research to see if prospective employers are doing work that will move the needle on environmental and social issues. In response, organizations are measuring sustainability objectives and being transparent about their process in order to differentiate themselves in a competitive labor market.

7. Representation matters.

Casting a wider net in the search for talent. Faced with a chronic talent shortage, organizations are easing up on job qualifications, like four-year college degrees and set years of previous experience, as well as overlooking resume gaps, to cast a wider talent net. What's more: employers are going outside of their industry, within the retired workforce, and to other nontraditional places to find the people and skills they need.

An inclusive and engaging culture is better for everyone. Organizations are looking inward at their culture and employer value proposition (EVP) to understand how they align—or don't—with what candidates want in the companies they work for.

INCLUSIVITY

REINVENTION

SCARCITY

8. Candidate experience is everything.

Taking accountability for easing the talent shortage. Due to high employee turnover, leaders are now taking a step back and finding out why people are leaving their company—or even the workforce. They are taking strategic steps to address the pain points in order to increase recruiting success. This includes focusing more on candidate experience and engagement, rather than bringing more people in the door.

ACCOUNTABILITY

INCLUSIVITY

SCARCITY

9. Don't forget the human touch.

Simplifying new technologies to focus on candidate experience. More streamlined technology platforms are replacing the hodgepodge of tools to create a one-stop-shop that moves across the hiring continuum. Now, recruiters are focusing more on strategic interactions with candidates, and less on the tactical aspects of the process.

ACCOUNTABILITY

REINVENTION

10. Making hiring more equitable

Rooting out bias to create equitable hiring practices. Current screening tools often exclude qualified candidates because they do not tick specific boxes, limiting an already sparse talent pool. Organizations are now investing more in inclusive technologies in order to root out bias so they do not miss out on great talent.

ACCOUNTABILITY

INCLUSIVITY

GET THE REPORT

About Korn Ferry
Korn Ferry is a global organizational consulting firm. We work with clients to design their organizational structures, roles and responsibilities. We help them hire the right people and advise them on how to reward, develop and motivate their workforce. And we help professionals navigate and advance their careers.
www.kornferry.com

THANK YOU

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